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RICHFIELDS Working Package 2
Deliverable D2.3

Dissemination materials (a flyer, a leaflet, a press release, Food Today articles, an infographics and a roll up)

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Authors:
Christina Sadler & Jessica Mariani

Deliverable lead beneficiaries:
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Karin Zimmermann     Prof Pieter van ’t Veer
Project Coordinator  Scientific Coordinator
Summary

This deliverable D2.3 refers to task 2.3 (Production of dissemination materials) (M1-36). It summarises all the materials EUFIC produced to disseminate the results of the project to a wide audience.

One flyer (bookmark) has been created at the beginning of the project (M1) to present in clear and simple language the main elements of the project. It has been distributed through project partner networks and at relevant conferences and events.

A final leaflet has been produced in M34-35 to summarise the project achievements and the role played by Richfields in the Research Infrastructure on Food, Nutrition and Health (FNH-RI). As well as the flyer, it has been distributed through project partner networks and at the final conference.

A press release on the project and its results was written in English in M8 and translated into Finnish and Swedish by partners. It was sent to the European press, national journalists (with the help of the partners) and via news aggregators, like Alpha Galileo.

One article in EUFIC’s multi-lingual Food Today newsletter was produced in M7 to raise awareness of the project. It was distributed to 46,000 health professionals, educators, opinion leaders/regulators, the media, industry, consumers and other multipliers. This article has been translated in 11 languages: EN, FR, DE, IT, ES, CZ, GR, HU, PL, PT, SK.

Infographics have been created to visually present complex aspects of the project to raise awareness and communicate to key stakeholders (used on the website, in presentations, and in the leaflet).

A roll-up and a poster with all partners’ logos was in created in M8-9 to give the project visibility at conferences and events.
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1 Flyer

The first flyer produced was an attractive bookmark, giving key details about the RICHFIELDS project: logo, tagline, website, hashtag, funding disclaimer, coordinator, and partners. The bookmark design was based on the project’s identity (see Deliverable D2.2). It is small and practical for stakeholders to pick up at conferences and events. The distribution will be documented in the dissemination report.

Screenshot of bookmark flyer:

2 Leaflet

A final leaflet was produced in M35-36 to present the main project achievements and the role played by RICHFIELDS in the upcoming Research Infrastructure on Food, Nutrition and Health. The leaflet is made of eight pages in total and is structured as follows:

- Pages 1-3 present what RICHFILEDS and FNH-RI are and their main objectives and phases of work. An informative box has been added to explain what research infrastructures are.
- Pages 4-6 explain the main features of the consumer data platform architecture and its future developments.
- Pages 7-8 highlight partners’ logos and the coordinators’ contact information.

As well as presenting the project achievements, the purpose of the final leaflet is to disseminate results and be distributed at the final conference. The leaflet is intended as a long-lasting tool to be
exploited at future conferences regarding the FNH-RI, which the results of RICHFIELDS will contribute as one of the building blocks. A PDF of the leaflet can be found, and downloaded, from the RICHFIELDS website (https://www.richfields.eu/project-communication-materials/)
2.1 Screenshot of leaflet

ABOUT RICHFIELDS

WHY? Every day, consumers search for relevant, accurate information about food, nutrition, and health. This leaflet illustrates the potential of the Richfields project to improve this by providing consumers with the latest information on food, nutrition, and health.

HEURIS: Richfields is a European project that aims to design a platform for the collection and analysis of data generated by consumers, researchers, and other stakeholders to improve public health and nutrition globally. The project involves the collection and analysis of data generated by consumers, researchers, and other stakeholders to improve public health and nutrition globally.

PHASE 1: Mapping data generated by consumers
- Personal Health and Nutrition Monitoring
- Consumer Behavior Tracking
- Dietary and Nutritional Intake Analysis

PHASE 2: Design of the research infrastructure
- Building a consumer data platform
- Developing a research protocol
- Integrating data from multiple sources

PHASE 3: Connecting business and research-generated data
- Enabling cross-sector collaboration
- Facilitating knowledge exchange
- Promoting evidence-based decision-making

WHAT ARE RESEARCH INFRASTRUCTURES (RI)?

RI and RICHFIELDS support research and services that help consumers make informed decisions about their health and well-being. Examples include:
- Personalized nutrition and health advice
- Consumer behavior tracking
- Dietary and nutritional intake analysis

ABOUT FNH-RI

WHY? The Food, Nutrition, and Health Research Infrastructures (FNH-RI) are a joint initiative to strengthen and coordinate the European research on nutrition and health. FNH-RI aims to create a platform that connects different research communities and facilitates knowledge exchange across Europe.

HEURIS: The FNH-RI project is supported by the EU Horizon 2020 research and innovation programme. It aims to create a platform that connects different research communities and facilitates knowledge exchange across Europe.

WHAT? FNH-RI provides a comprehensive, interdisciplinary approach to research on food, nutrition, and health. It encourages collaboration between researchers, stakeholders, and the general public to improve health outcomes across the EU.

www.richfields.eu
www.richfields.eu
2.2 Press Release

The project’s first press release was released 18 May 2016 (M8), to raise awareness of the project, two weeks ahead of the RICHFIELDS stakeholder platform meeting (2 June 2016, M9). The press release was circulated to EUFIC’s list of journalists (n=2533), and on AlphaGalileo (3,944 English; 266 Finnish; 122 Swedish). For further dissemination, the press release was translated to Finnish and Swedish, by partners (Aalto and SP, respectively). All partners were encouraged to forward the press release to their own press contacts, and networks. Outreach of the press release is further documented in Deliverable 2.4 (Web-based dissemination).

RICHFIELDS 1st press release text:

Press Release: RICHFIELDS – Exploring big data for understanding consumer food habits & health

18 May 2016

RICHFIELDS aims to design a consumer data platform, to collect and connect, compare and share information about food behaviours, to revolutionise research on every-day choices made across Europe. Bringing together science, industry and technology, RICHFIELDS will utilise previously underexploited “big data” to assess the potential to link and share information generated by
us daily (e.g. apps, sensors), as well as by business (e.g. retail and manufactures) and research (e.g. medical, sales, surveillance data).

“RICHFIELDS will assess what facilities, resources and services can support research, to learn more about what consumers choose to eat and how and why we make those choices,” said Karin Zimmermann, coordinator of RICHFIELDS at LEI Wageningen UR. Ultimately, this will support future strategies to improve public health. Stressing the need for world-class research infrastructures, EU Horizon 2020 provided financial support in 2015 for RICHFIELDS.

New ICT technologies bring opportunities for researchers to monitor behaviours, collect information around food choice, and provide personalised feedback. Increasingly, we use mobile apps and tech-wear, recording real-time data about health and behaviour. We might also obtain access to other valuable data, such as health and medical information. Every day, consumers and businesses generate “big data” – large volumes of information, that offer detailed descriptions of behaviours, including time and place (e.g. using GPS). If these data-rich sources could be linked and analysed, they have the potential to contribute greatly towards answering key questions to respond to societal challenges regarding food and health (e.g., obesity, cardiovascular disease, and also sustainability). RICHFIELDS will explore the integration of information (data) on food purchase (e.g. in store), preparation (e.g. in the kitchen) and consumption (e.g. in the dining room).

“Making the healthy choice the easy choice” requires knowledge about lifestyle choices. This knowledge comes from analysing different types of information on dietary choices such as what food and drinks are we buying, preparing and eating? Where? Why? How? With whom? In what social and physical context? Previous research concluded that these data are fragmented and key information is lacking. Existing datasets are not sufficient to understand our behaviours and help; companies develop products for personal nutrition or for governments to determine the success and failure of public health policies.

RICHFIELDS will identify best practice for extracting business food purchasing and procurement data from new and existing technologies. Furthermore, it will examine the feasibility of linking existing and new research infrastructures, laboratories and facilities, which could enrich the platform. In light of these findings, the project will design the technical requirements to collect, compare and share information about our food behaviour.

“RICHFIELDS invites stakeholders to discuss issues of data ownership, privacy, intellectual property rights, ethics, and governance structure, and establish rules for the consumer data platform,” said Zimmermann.

Notes to Editors
About RICHFIELDS
The RICHFIELDS project started 1 October 2015, and is funded for three years. The project is coordinated by LEI Wageningen UR. Sixteen project partners from twelve countries, bring together competences including nutrition, sociology, information management, ICT, business, consumer science, and food processing.
For more information, please visit: www.richfields.eu

Funding
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 654280.

Contact
richfields[at]WUR.nl
Coordinator:
Karin Zimmermann, BSc, RM
LEI Wageningen UR
E: karin.zimmermann[at]wur.nl

Media contact:
Dora Lakner,
LEI Wageningen UR
P.O Box 29703, NL-2502 LS The Hague, The Netherlands
T: + 31317 – 482540
E: dora.lakner[at]wur.nl

Download translations of this PR

- RICHFIELDS: Exploring big data for understanding consumer food habits & health (English) – click here
- RICHFIELDS: Undersökning av big data för att förstå konsumenternas matvanor och hälsa (Swedish) – click here
- Kuluttajien ruokailutottumuksia ja terveyttä tutkitaan big datan avulla (Finnish) – click here

Screenshot of 1st press release on RICHFIELDS website:

Press Release: RICHFIELDS – Exploring big data for understanding consumer food habits & health

18 May 2016

RICHFIELDS aims to design a consumer data platform, to collect and connect, compare and share information about food consumption, in real time to research on one-day survey data across Europe. Bringing together science, industry and technology, RICHFIELDS will utilise previously unexploited “big data” to assess the potential to link and share information generated by online and mobile devices as well as by biometrics (e.g. weight and measurements) and research (e.g. medical, social, consumer behavior).

RICHFIELDS will bring together stakeholders, resources and services and support stakeholders to identify what consumers choose to eat and how to influence those choices (Dr. Kevin Zelemanski, Coordinator of RICHFIELDS at U4 Health). Ultimately, the tool will support the development of strategies to improve public health. "Defining the need for worldwide research infrastructures, the Horizon 2020 provides a unique opportunity to expand the tool capabilities further in 2019 for RICHFIELDS.

New ICT technologies bring opportunities for researchers to monitor behaviours, collect information around food choices, and provide personalised feedbacks. Increasingly, we use mobile apps and wearables, providing real-time data about health and behaviour. We need to add data from other sources, such as health and medical information, activity, nutrition and behaviour patterns. RICHFIELDS will provide a large volume of information that offers detailed descriptions of behaviour, including time and place (e.g. using GPS). If these data can be linked and analyzed, they have the potential to contribute greatly towards allowing key stakeholders to respond to societal challenges, regarding food and health (e.g. obesity, cardiovascular diseases, and also suicide risk). RICHFIELDS will explore the integration of information (data) on food purchases (e.g. in stores, preparation (e.g. in the kitchen) and consumption (e.g. while driving)).

“Making the healthy choice the easy choice” requires knowledge about dietary choices; this knowledge comes from analysing different types of information on dietary choices such as what food and drink are being bought, prepared and eaten. “Where? Why? How?” (with whom) is what we care about. Previous research concluded that these data are fragmented and the information is insecure. Existing datasets are not sufficient to understand our behaviours and help consumers develop...

2.3 Further dissemination of press release

Press release coverage on FoodNavigator.com

Big data project set to reveal consumer food habits & health

By Will Chu, 20-May-2016
Last updated on 23-May-2016 at 21:28 GMT

Related tags: Data sets, Patterns, Big data, Diet, Obesity, Cardiovascular, Financial, Healthcare, Health, Well being, Climate change, Wageningen University, Trends, Nutritional, Public health

Press release coverage on nutritioninsight.com

Web link to press release coverage on nutritioninsight.com:
Screenshot of press release coverage on the nutritioninsight website:

Press release coverage on food-monitor

The title and first lines of the press release, including a hyperlink to www.richfields.eu, were shared on food-monitor (website in German): http://www.food-monitor.de/2016/05/richfields-exploring-big-data-for-understanding-consumer-food-habits-health/
Screenshot of snapshot of press release on the food-monitor website:

Richfields: Exploring big data for understanding consumer food habits & health

Richfields is a information service for information and research. It aims to design a consumer data platform, to collect and connect, compare and share information about food behaviours, to revolutionise research on everyday choices made across Europe. Bringing together science, industry and citizens, this project is making a difference.

Heir zum Thema

- Customers: role of health-related claims and symbols in consumer behaviour
- Consumer needs: a better infrastructure for food and health research
- How health-related claims and symbols impact consumer behaviour
- The public influence of family meals in children's food choice
- Food2020: Studying the sector for food and health research infrastructures in Europe
- Understanding and concern for sustainability: don't translate into action on food choices
- Researchers identify key, personalisable nutrition business models and factors to attract and keep consumers
- Food2020 project facilitates communication on food risks and benefits
- Sustainability: labeling on food and drinks products
- Food versus functional: personalised nutrition key factor for successful consumer uptake
- IFSA boosts public access to data
- IFSA review work on bases

1st Press Release on Aalto website (Finnish)

The Finnish translated was shared on the Aalto University website, web link:
Kuluttajien ruokailutottumuksia ja terveyttä tutkietaan big datan avulla

19.05.2016

RICHFIELDS-hankkeessa luodaan kuluttajatietoahusta, joka kerää ja yhdistää sekä vertaa ja jakaa tietoja eurooppalaisten ruokailutottumuksista.


– Meidän roolimme hankkeessa on kehittää alusta, joka kerää tietoa liikunnasta, unesta ja ravinnosta ja antaa tietojen pohjalta palautetta ja esittää vaihtoehtoissa, terveellisissä elämäntapavaihtoja, tohtoritutkija Edward Mutafungwa tietoliikenne- ja tietoverkkoteknikan laitokselta kertoo.

Järjestelmä kerää kaiken mahdollisen terveyteen liittyvän tiedon käyttäen mukana kulkevista liitteistä, kuten puhelinmoi asennettuista antureisista, joita tutkitaan ja kehitetään Aalto-yliopistossa.

– RICHFIELDS-hankkeessa arvioidaan myös, mitä laatoksi, resursoja ja palveluja tarvitaan kun tutkitaan, mitä kuluttajat valitsevat syödäviksi ja miten ja miksi he tekevät kyseiset valinnat, totesi Karin Zimmermann. RICHFIELDS-hankkeesta vastaaava koordinaattori LEI Wageningenin UR tutkimuslaitoksessa.

Toistaiseksi tavanvittavat tiedot ovat hajallaan ja monia keskeisiä tietoja puuttuu, mikä vaikuttaa ruokailutottumuksen ymmärtämistä ja uusien menetelmien ja tuotteiden kehittämistä.
3 Food Today article

A Food Today article was published in EUFIC’s multi-lingual Food Today newsletter to raise awareness of the project, in the last week of April 2016 (M7). The article was published online in 11 languages: EN, FR, DE, IT, ES, CZ, GR, HU, PL, PT, SK. It was electronically circulated to 46,000 subscribers (health professionals, educators, opinion leaders/regulators, the media, industry, consumers and other multipliers). Only one article was produced, since EUFIC has discontinued its Food Today publication, and the planned resources were directed towards other communication and dissemination activities (such as the videos).

RICHFIELDS Food Today text (English):

EU project RICHFIELDS: A data platform to learn more about consumers’ dietary choices

Making “the healthy choice the easy choice” requires knowledge about our dietary choices. This knowledge comes from analysing different types of information (data) on dietary choices such as: What food and drinks are we buying, preparing and eating? Where? Why? How? With whom? In what social and physical context?

Opportunities in big data

Previous research has concluded that data related to food, nutrition and health are fragmented and key information is lacking. New ICT technologies bring opportunities for researchers to monitor and collect information on these behaviours. Every day, consumers and businesses generate “big data” - large volumes of information, that offer detailed descriptions of behaviours, including time and place (e.g. using GPS). If these data-rich sources could be linked and analysed, they have the potential to contribute greatly towards answering key questions to respond to societal challenges regarding food and health (e.g., obesity, cardiovascular disease, sustainability).

Aims of the RICHFIELDS project

RICHFIELDS aims to design the technical requirements for a consumer-data platform to collect and connect, compare and share information about our food behaviours. RICHFIELDS seeks to determine what facilities, resources, and services can support research to learn more about what we choose to eat and how and why we make those choices.

What will RICHFIELDS do?

RICHFIELDS will explore the integration of data on food purchase, food preparation and food consumption, generated from different sources:

1. Consumers (e.g. apps, sensors)
2. Business (Incl. retail, e-commerce, insurance; e.g. sales)
3. Research (incl. European and International; e.g. surveillance data, personalised nutrition).

A business model will outline the services provided by the platform and how these will generate revenue to sustain it in the longer term, while a roadmap will outline the steps needed to introduce it throughout Europe.
Be involved
RICHFIELDS invites stakeholders to discuss issues of data ownership, privacy, intellectual property rights, ethics, and governance structures, and establish rules for the data platform. To be involved, join the discussions on the LinkedIn group.

About the consortium
Stressing the need for world-class research infrastructures, EU Horizon 2020 provided financial support for RICHFIELDS. RICHFIELDS started 1st October 2015 and is funded for three years. The project is coordinated by LEI Wageningen UR (NL). Sixteen project partners from 12 countries, bring together competences including nutrition, sociology, information management, ICT, business, consumer science, and food processing.

RICHFIELDS has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 654280.

For more information, please visit: www.richfields.eu

References


Web links to RICHFIELDS 1st Food Today article on eufic.org:

- Czech http://www.eufic.org/article/cs/page/FTARCHIVE/artid/richfields_a_data_platform/
- German http://www.eufic.org/article/de/page/FTARCHIVE/artid/richfields_a_data_platform/
- Greek http://www.eufic.org/article/el/page/FTARCHIVE/artid/richfields_a_data_platform/
- Spanish http://www.eufic.org/article/es/page/FTARCHIVE/artid/richfields_a_data_platform/
- French http://www.eufic.org/article/fr/page/FTARCHIVE/artid/richfields_a_data_platform/
- Hungarian http://www.eufic.org/article/hu/page/FTARCHIVE/artid/richfields_a_data_platform/
- Italian http://www.eufic.org/article/it/page/FTARCHIVE/artid/richfields_a_data_platform/
- Polish http://www.eufic.org/article/pl/page/FTARCHIVE/artid/richfields_a_data_platform/
- Portuguese http://www.eufic.org/article/pt/page/FTARCHIVE/artid/richfields_a_data_platform/
- Slovak http://www.eufic.org/article/sk/page/FTARCHIVE/artid/richfields_a_data_platform/
4 Infographics
RICHFIELDS schematic

Figures 1.1. (‘Conceptual framework’) and 1.2 (‘Approach of the concept’), taken from the DoA (Part B), were combined in a graphic and re-designed to be consistent with the RICHFIELDS graphic framework (project identity). The resulting infographic is a visual representation of the project, to support stakeholders’ understanding. It is shown on the website and PowerPoint slides.
Screenshot of RICHFIELDS schematic:

Web link to graphic on RICHFIELDS website: http://www.richfields.eu/about/

Other graphics, for example showing the conceptual design of the research infrastructure, were created for the leaflet (shown above).
5 Roll up & poster

To give the project visibility at conferences and events, a roll-up and poster have been created (printed June 2016, M9). The outreach will be documented in the dissemination report.

Screenshot of RICHFIELDS roll up and poster (electronic versions have since been updated with partner logo changes):